

*“of all the things you wear, your expression is what is likely to be seen first.”*

## Delivering Excellent Customer Service

The VHA Customer Service Standards (CSS) are based on expectations from veterans.

In health care these include:

- promptness of service
- appropriate level of care
- concern and courtesy shown by employees
- completeness of explanations offered by staff
- willingness to work as a team to offer the best possible care to the patient

Patients expect and deserve to receive outstanding medical care when they come to the care centers within Network 2.

Our veterans do not distinguish between you and the Network. In the patient's eyes YOU are the Network. Each and every one of us influences the patient's overall satisfaction with care.

What can **YOU** do?

*“The Ultimate Judge of Performance is the person helped...”*

## Courtesy

### Personal Courtesy

- ◆ Wear your name badge where it can be easily seen (and introduce yourself, if appropriate)
- ◆ Make eye contact and respond with a look of interest on your face
- ◆ Always speak with a pleasing tone of voice
- ◆ Address the customer with a greeting and name, if known
- ◆ Help people who are lost find where they need to go and accompany them
- ◆ Greet other employees as you pass by; help create an atmosphere of friendliness
- ◆ Explain your actions as you perform them
- ◆ Actively listen:

**H**ear what the person is saying

**E**mpathize by putting yourself in the other person's place

**A**ccept what the person is saying without judgment

**R**espect the other person at all times

### Telephone Courtesy

- ◆ Answer all calls within three rings when possible
- ◆ Identify where you work and give your name
- ◆ Listen closely to the purpose of the call
- ◆ If the call must be placed on hold or transferred to someone else, explain the reason briefly
- ◆ Before you forward a call, provide the caller with the name and phone number in case they are disconnected

## Service Recovery

Accept responsibility when service breaks down.

**R**espond promptly

**E**ffectively listen

**C**larify what the person expects

**O**ffer your help by making every attempt to resolve the issue

**V**alue the person's feelings

**E**xpress concern and say that you are sorry for what happened, if appropriate

**R**ecognize when and where to go for help if you cannot resolve the issue

## Sensitivity to Confidentiality and Privacy

- Be aware of people's right to confidentiality and privacy
- Never discuss patients or staff in public places
- Knock or announce who you are before entering into a patient room or staff office
- Do not gossip
- Release information only with appropriate consent
- Never access sensitive information until you have permission and a need to know

**Remember:**  
**Customer Service is an attitude!**

## The Network Customer Service Council's Mission

Our mission is to be a "best practice site" in Customer Service and delivery of health care. This is accomplished by taking actions to improve access and quality through creating systems that listen, promoting a positive work environment, sharing lessons learned and improving through monitoring and evaluation. We strive to keep alive a spirit of creativity, innovation and motivation to ask "why not?"

If you have questions regarding Customer Service, you should contact your local Customer Service Coordinator listed below:

**Albany:** Louise O'Neil/518-462-3311, x2221  
**Bath:** Judy Harris/607-664-4730  
**Buffalo:** Lizabeth Weiss/716-862-8537  
**Canandaigua:** Daniel Ryan/716-393-7607  
**Syracuse:** Deborah Rioux/315-476-7461, x3688

or you may contact your local Patient Representative listed below:

**Albany:** Cindy Moscatello/518-462-3311, x2953  
**Bath:** MaryAnn Underhill/607-664-4728  
**Buffalo:** Hank Patronski/716-862-8852  
**Canandaigua:** Laurie Guererri/716-393-7612  
**Syracuse:** Angela Kearney/315-477-4563

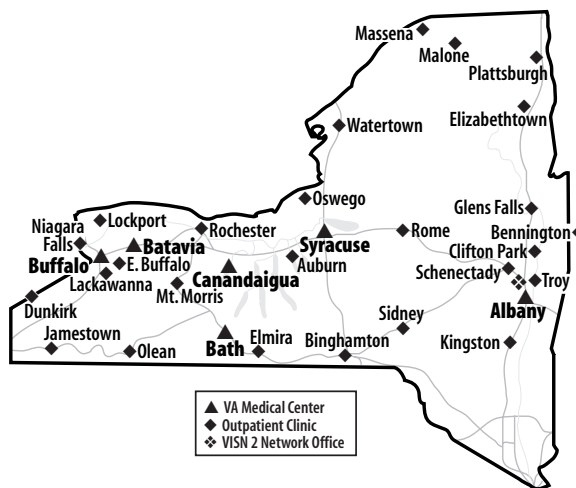
You can also learn more about our Customer Service Program through the following websites:

<http://vawww.visn2.med.va.gov> - Intranet

OR

<http://www.va.gov/visns/visn02> - Internet

## Reaching Us Is Easy



### VA Healthcare On The Web

<http://www.va.gov/visns/visn02/>

You'll find more than 1500 pages designed to make it easy for veterans to access accurate, up-to-date information about VA healthcare. You'll also find specific information on VA Women Veterans Health Services.

### Upstate New York Veterans ~

Wherever you are, When you need help ...

**VA TELCARE**

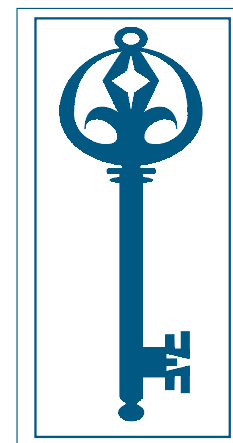
**1-888-838-7890**

*Leading Health Care  
Into The 21st Century*



## Customer Service Program

*Customer Service  
is the key to our success...*



Customer Service through  
Caring, Connecting and  
Commitment